

Andrea, the Chef to Andrea, owner of Al Dente

An out of work chef starts his own
artisan pasta business



In the period of one week, Andrea Vignali started his own hand made artisan pasta business on Cookaborough, calling it Al Dente. Within 5 weeks he was generating \$10k per week and proudly kept three additional hospitality workers earning a living during the COVID-19 lockdown period.

Highlights

- **Built a customer database of 2,700 with at least 500 active every week**
- **Created a weekly menu cycle with an average of 80 orders per week**
- **Built the Al Dente brand over social media - handmade pasta made by a passionate Italian pasta chef with impressive credentials**
- **Over 430 serves of Tortellini sold to passionate Melbourne foodies, neighbours and supporters of hospitality workers under lockdown**



Situation

Andrea had spent the previous five years sponsored by Guy Grossi to work as a chef at Grossi Florentino in Melbourne. Suddenly, like many others, the restaurant was forced into pause mode and Andrea was out of a job and, as an international visa holder, he was not eligible to work for another company, nor was he eligible for any of the government's stimulus packages. The situation was untenable for him (and the many other workers in the same boat).

To stay sane Andrea started cooking for friends. The demand was overwhelming. In order to satisfy demand and with visions to grow, he needed to find a proper kitchen and a system to manage this new venture.

"The first few days were very tough, it was hard to think straight, but then one thing led to another. So many people helped me, it was both overwhelming and exciting to be starting my own business in such circumstances."

Solution

Andrea heard about Cookaborough, and its ability to power a model that he thought he could sustain. He was offered a kitchen in nearby Collingwood and he ran his first menu a week later, after heavily promoting it on his own social media. He received mainstream media coverage as well and hospitality workers who rallied for him. His customer base soared.

As the business grew, Andrea had many people who were out of work, willing to help. Someone to help cook, someone to help package and assemble the food, and someone to help deliver. He quickly grew a strong willing team excited by the growing success.

Key features

A few features of the Cookaborough platform were of particularly high value to Andrea for building his business, driving sales and creating a smooth and efficient weekly process.



CUSTOMER CONNECT:

Ability to invite people to connect through a simple sign-up process via social media, Andrea's primary connection mechanism. An immediate list of opted-in customers (friends and work colleagues) meant that he was able to be 'open for business' within 24 hours.



CUSTOMER REMINDER:

The 'reminder to order' notification sent to customers who hadn't placed an order prior to the close of a menu increased overall sales by approximately 30% each week.



LIMITED AND SOLD-OUT MEALS:

With demand for meals running hot, Andrea was able to utilise the limited stock functionality to manage the number of orders received on items and ensure that he wasn't overwhelmed and that orders didn't exceed his capacity to deliver them.



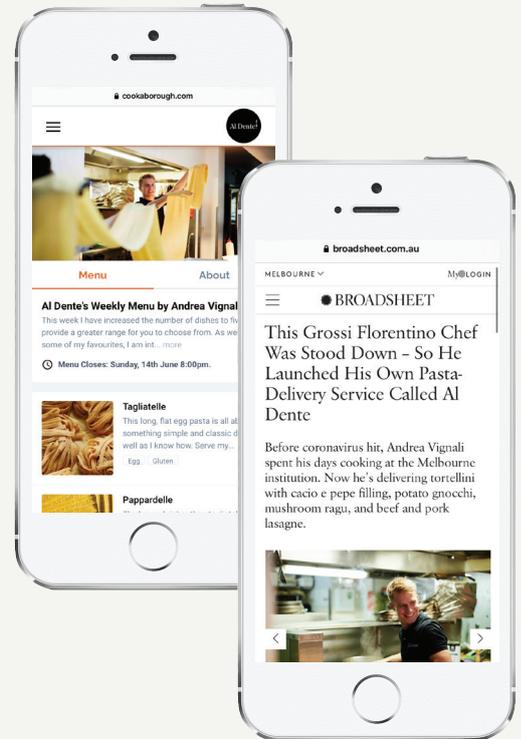
ORDER REPORTS:

Andrea couldn't have lived without this one! With a high volume of orders, each with multiple items, the order summaries and individual customer order picking slips made order management and fulfilment a simple weekly process.



INSURANCE:

Andrea needed to make sure he was completely covered - he wanted to operate professionally and safely, and Cookaborough's public liability covered him.



"It's like a magical tool in my pocket. I can be totally in control - of when, what and how much I cook, and I can also switch it on or off when I need to without any fees. And as for the system itself, literally all I have to do is put in my recipes and tons of magical stuff happens."

For Andrea, having a system to power a weekly batch model - weekly menus, weekly batch cooking to order, one delivery cycle, customers managed - meant that he could focus on the things he loved best - people and cooking. It also meant that he can dial it down when he needs to and ramp it up when he needs to - he's totally in control.

Recipe for success

For more information regarding Cookaborough and how it could work for you, please contact enquiries@cookaborough.com